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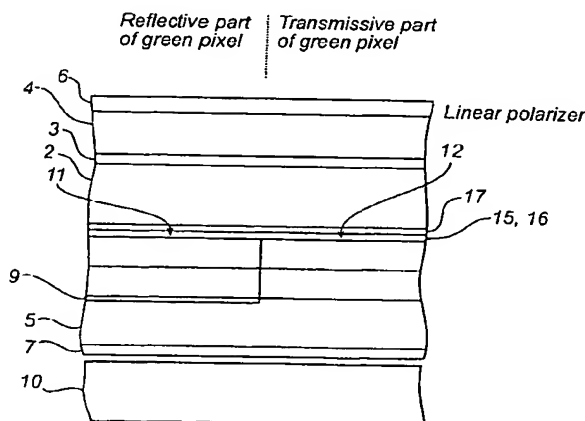
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(54) Title: **TRANSFLECTIVE LIQUID CRYSTAL DISPLAY DEVICE**



(57) Abstract: This invention relates to a transfective liquid crystal display device, having a plurality of pixels (1), each comprising a liquid crystal layer (2) being sandwiched between a front and a back substrate (4, 5), a back light (10), a semi-transparent reflective element (7), being arranged between the back substrate (5) and the back light (10), a front polariser (6), and a driving arrangement (3) for controlling optical properties of the liquid crystal layer (2), whereby the pixel is subdivided into a reflective pixel part (1a) and a transmissive pixel part (1b). According to the invention, a cholesteric layer composition (11, 12) is arranged between said liquid crystal layer (2) and the back substrate (5), said cholesteric layer composition comprising; in said reflective pixel part (1a), a first cholesteric layer composition part (11) for reflecting a desired primary pixel colour, and in said transmissive pixel part (1b) a second cholesteric layer composition part (12) for reflecting the remaining primary colours, other than said desired primary pixel colour.

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